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Cap. 2

CONSUMER TIME

R-157

WATCH YOUR STEP

NETWORK: NBC

DATE: August 21, 1943

ORIGIN: WRC

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(Produced by the Food Distribution Administration of the War Food Administration, this script is for reference only and may not be broadcast without special permission. Title CONSUMER TIME is restricted to network broadcasts of this program--presented for more than ten years in the interests of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE....MONEY IN TILL
2. MAN: This is CONSUMER TIME
3. SOUND: CASH REGISTER
4. WOMAN: That's your money---buying a living in wartime
5. SOUND: CASH REGISTER
6. MAN: That's your money buying food.
7. WOMAN: It's your money buying clothes.
8. SOUND: CASH REGISTER....CLOSE DRAWER
9. MAN: This is Consumer Time...helping you save some of that money. Today we're going to try to help you save your family's share of a senseless, painful national expenditure of more than four billion dollars a year----- a careless wasteful expenditure which has an average cost of about \$150 per year per family. But first, our consumer reporter, Johnny Smith bringing..... The war orders straight from Washington.
10. JOHN:

9. MAN: (CONTINUING) But first, our consumer Reporter, Johnny Smith bringing.....
10. JOHN: News of the home front pledge campaign--wherein consumers reaffirm their pledge to pay no more than ceiling prices--to accept no rationed goods without giving up rationed goods without giving up ration stamps. This campaign has now spread to 26 states. We salute the following cities and communities for a job very well done in this battle against inflation--
- 10A. VOICE I: (FILTER) South Bend and Elkhart, Indiana.
- 10B. VOICE II: (FILTER) Hamilton and North Kansas City, Missouri.
- 10C. VOICE III: (FILTER) Phoenix, Arizona.
- 10D. VOICE I: (FILTER) Cass County, Texas.
- 10E. VOICE II: (FILTER) Elizabeth, New Jersey.
- 10F. VOICE III: (FILTER) Walton County--, Georgia.
- 10G. VOICE I: (FILTER) Keep up the good work on the home front pledge campaign!
- 10H. JOHN: Now--back to that problem of saving a senseless, painful national expenditure of more than four billion dollars a year....

(PAUSE)

11. MAN: The clock ticks...the seconds...
12. SOUND: FOUR TICKS OF CLOCK...ON SECOND APART.
13. SOUND: AMBULANCE BELL AT END OF FOURTH TICK
14. SOUND: FOUR TICKS OF CLOCK, ONE SECOND APART...
15. WOMAN: (FILTER MIKE) Calling Dr. Telford...Calling Dr. Telford.
Dr. Telford wanted in the accident room...at once...please.
(FADE) Calling Dr. Tel.....
16. PAUSE:
17. JOHNNY: Good morning, Mrs. Freyman.
18. FREYMAN: (RATHER FLAT) Good morning, Johnny.
19. JOHN: What's the matter?...not feeling so well?
20. FREYMAN: No, Johnny. I've just come from the hospital. One of my friends has second and third degree burns.
21. JOHN: Oh, say, that's too bad. How'd it happen?
22. FREYMAN: It was a kitchen accident. Having that happen to a close friend brought home to me the tragic size of the accident problem in the United States.
23. JOHN: I read, just recently, that there was an accidental injury every four seconds and an accidental death every five minutes.
24. FREYMAN: Yes and homes—are the places where 31,500 of these accidental deaths were caused—plus 4,560,000 injuries—in one year.
25. JOHN: Here are some striking figures of the National Safety Council on the loss of war production caused by accidents.
26. FREYMAN: Let's see...why it says here that 200,000 soldiers, sailors or marines could have been supplied with war equipment produced in the time lost through lost time accidents in 1941.

27. JOHN: Yes, and see, here it says 20 more battleships could have been built...and 100 more destroyers and 9000 more bombers and 40,000 more tanks.
28. FREYMAN: We can't afford losses like that, Johnny. We can cut down a lot of those accident losses right in the home.
29. JOHN: To help cut these losses, you can get the excellent National "Safe At Home"--- Safety Council booklet ~~by~~ by writing to Consumer Time. The booklet is free.
30. FREYMAN: I'll write today. I recognize that every room in the house can hold it's special dangers unless you are careful. This friend of mine who's in the hospital, Mrs. Helen Miller was in her kitchen--and it's just an ordinary kitchen. Mabel Sanders was visiting her (FADE) Wednesday morning, early...
31. PAUSE:
32. HELEN: Just about ten minutes more, Mabel...and I'll be through.
33. MABEL: With an ironing like that, you must have been up at the crack of dawn.
34. HELEN: I was up a little bit earlier than usual.
35. MABEL: Well, we want to be on time for Red Cross.
36. HELEN: Certainly do. Grace ought to be over to join us any minute.
37. MABEL: Yes, if her youngster is over that cold.
38. HELEN: We've been lucky--no summer colds in our house this year.
39. MABEL: You're lucky you've just about finished ironing too. I haven't started mine yet.
40. SOUND: PHONE RINGS...AWAY FROM MIKE.
41. HELEN: Wouldn't you know--rushing to finish--and then the phone.
42. MABEL: Go ahead and answer it...I'll take over the ironing.
43. HELEN: O.K. I won't be a minute.
44. SOUND: PHONE--AWAY FROM MIKE.

45. HELEN: (HER SPEECHES ARE AWAY FROM MIKE) Hello...Yes...Yes Grace we're just about ready to go...Oh, Mabel's been here for twenty minutes. I'm glad Jimmy's cold is better...Oh, nothing interesting...just ironing a batch of clothes... My husband uses more shirts than any man in town I believe ...Sure, Mabel's right here...in the kitchen...Of course it's no trouble...Just a second...(CALLING) Mabel, Mabel ...Grace wants to talk with you....
46. MABEL: (STILL FURTHER AWAY) Be there in a jiffy. (COMING UP) (ASIDE TO HELEN) Helen, you know me on a telephone, don't let me rattle on forever...
47. HELEN: (FULL VOICE NOW) (LAUGHING) Go ahead and have your talk fest...I'll stand by.
48. MABEL: Hello, Grace...Oh no, we got home early...Sure it was a nice party, but after all, my husband is a working man... has to have sleep....Oh, we walked home. You know what the gas situation is...That dress Alice wore?...Well, I don't like to be catty, but...
49. JOHN: Well, I don't like to be catty, Mrs. Freyman, but..... sometimes the phone conversations of even the most charming ladies DO have a way of going on...and even on.
50. FREYMAN: Yes, Johnny, but you haven't heard the end of that phone conversation.
51. MABEL: Yes, Grace...Oh, I told her all about it...Do you think I'd forget a thing like that?...Well now you shouldn't....
52. HELEN: (SCREAMS)....The kitchen...the kitchen...it's on fire.... Mabel...The iron...call the fire department...the kitchen's on fire...
53. SOUND: FIRE BELLS.

54. JOHN: Just an electric iron--harmless in itself--but carelessly handled--a tool for destruction, injury--even death. The greatest problem in home safety is not talking about it, however, but DOING something about it.
55. VOICE: (DERISIVE LAUGHTER) Did you hear that guy talking--the chump just speaking about safety in the home? Boy, does he give me a laugh! Me? Who am I to laugh? Well, I'm a stair carpet in Joe Bush's home. Do I hate Joe!...,and all the Bush family! (BITTER LAUGH) And why not? Don't they go tramping me down...day after day? Even dragging dirty shoes on me...just like us carpets had no pride.... no feelings.
56. SOUND: DOOR OPENS AND CLOSES
57. VOICE: Didja hear that door open and colse? That was Joe Bush... the guy who lives here. And am I laying for him! The (VERY CONFIDENTIAL) front end of me...right at the top of the stairs...has been working loose for weeks.. I gave me a little extra jerk this afternoon and now my front end is flappin--free and clear of the stairs and the floor. The next guy what comes up them steps is really going to get it...and I don't mean maybe. I'm gonna tangle his feet in my front end and...whoops...down the stairs like a ton of brick. With any luck at all, he'd oughta get a couple of broken legs--or, gee, maybe even a broken back. (LAUGHS)
58. SOUND: FOOTSTEPS.
59. VOICE: Oh! Oh!...here comes Joe Bush...in person...and brother, am I ready for him! The fall he's gonna get will make the 1929 stock market crash seem gentle. Up he comes..about four more steps now and he's gonna get it. Four more steps....

The first part of the paper is devoted to a discussion of the general principles of the theory of the structure of the atom. It is shown that the structure of the atom is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are determined by the laws of the theory of the structure of the atom. This is a circular argument, but it is the only way to proceed.

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60. SOUND: FOUR FOOTSTEPS.
61. VOICE: Why, the ...the dirty double crossing Joe Bush!
62. SOUND: HAMMER BLOWS
63. VOICE: I've been cheated! That Joe Bush brought up a hammer and carpet tacks. He's nailing my free end back to the floor. Now I can't break none of his bones for him. Careful guys makes it darned near impossible for us carpets to cause nice, painful, expensive accidents.
64. SOUND: HAMMER BLOWS
65. VOICE: Ouch! Ouch! Hey, Joe...don't hit me so hard. I'll lie flat. You win...this time...but there'll come a day.....
66. JOHN: With a carpet...throughout the home..."there'll come a day!" ...unless you are careful. To paraphrase, eternal vigilance is the price of safety. To make a safe home requires thought, and action. Both of these are just as easy--and far less painful--to expend BEFORE instead of AFTER an accident happens.
67. FREYMAN: That's what Mrs. Walton should have remembered...particularly with a 5 year old youngster in the house....
68. PAUSE:
69. CHILD: Mother...
70. MOTHER: Yes, dear.
71. CHILD: Could I be a vitamin?
72. MOTHER: Why, no, darling. Why should you want to be a vitamin?
73. CHILD: Don't they make you big and strong and healthy?
74. MOTHER: They certainly help.
75. CHILD: Well, if I was a vitamin, wouldn't I be big and strong and healthy?
76. MOTHER: You're big and strong now.

77. CHILD: But I want to be bigger...so I can join the Army.
78. MOTHER: Well, son...you'll just have to wait.
79. CHILD: I don't believe they work anyhow.
80. MOTHER: You don't believe what works?
81. CHILD: Vitamins.
82. MOTHER: Oh, but they do. The doctor even gave me some to take so I'll be stronger...some vitamins called B₁.
83. CHILD: Yes, I know...but they don't work...not very good.
84. MOTHER: What makes you think so?
85. CHILD: I took some this morning and I don't feel good now.
86. MOTHER: You went in the medicine chest and took some of my vitamin pills?
87. CHILD: Those white ones...not very many.
88. MOTHER: Good heavens! Why...there were also some sleeping pills in the medicine chest. They're white too...just like Vitamin B₁ pills.
89. CHILD: Mother....I'm awful sleepy....
90. MOTHER: I'm taking you to the hospital right now. I'll never forgive myself if...if....
91. CHILD: Can I....take a....nap....now?
92. JOHN: And what happened to the youngster? Well, you can give the story a happy ending--and do it easily...by seeing that dangerous or poisonous Drugs are safely locked away from children's reach. By seeing that poisons are distinctively marked...pins stuck in the cork is one good way...and by teaching youngsters NOT to go to the medicine chest except with an adult present. In other words--as you say it, Mrs. Freyman:....

93. FREYMAN: Play it safe at home, Johnny. Another good thing to remember is never to use chairs or tables for ladders. Too often that means....
94. SOUND: CHAIR FALLING OVER...GOOD CRASH...GROANS
95. FREYMAN: (CONTINUING)...yes, that means bad falls, and painful.... often permanent injuries.
96. JOHN: Pans on top of the stove should have their handles turned in so a child can't grasp them and spill hot liquids (PAN FALLS)...like that.
97. FREYMAN: And, Johnny, above all, avoid this (FADE) ...a thing that happens...
98. WIFE: What are you going to do, Albert?
99. HUSBAND: Oh, just going to rummage around in this closet for a couple of things, Flo.
100. WIFE: There's a prize assortment of junk in there.
101. HUSBAND: (AWAY) Yes, sure is. We'd better clean it up sometime soon.
102. WIFE: I'll get to it, Monday.
103. HUSBAND: Oh, say...here's my shotgun. I've been wondering where it was.
104. WIFE: It's exactly where you left it last fall.
105. HUSBAND: Mighty fine gun. Think I'll take it out to the....
106. SOUND: SHOTGUN FIRES.
107. FREYMAN: Yes....that was our old acquaintance..."the gun that wasn't loaded." If there are firearms in the home, make sure they're unloaded, dismantled and safely stored under lock and key.
108. JOHN: These are some of the things which cause tragedies..... fearful losses of life, happiness and treasure in the home...

109. FREYMAN: How can we best prevent these losses through accidents, Johnny...these losses in the home?
110. JOHN: For some answers on that question, Mrs. Freyman, I want you to meet Mr. John H. Wetzell, Safety Engineer for the Soil Conservation Service of the War Food Administration.
111. AD LIB: How do you do,
112. FREYMAN: Mr. Wetzell, will you tell us what can be done to put a stop to some of these accidental deaths and injuries in the home?
113. WETZEL: I'll try, Mrs. Freyman. A great number of these home accidents can be accounted for by the old proverb---"familiarity breeds contempt." We see so much of our homes... they are so familiar to us that it's difficult to realize they can be dangerous.
114. FREYMAN: There must be some way of counteracting that, Mr. Wetzell.
115. WETZEL: One way of remedying it is for the housewife--or better still, the entire family...to make a planned safety tour of every room in the house. On this tour--look for safety hazards and correct them. I know of one home with a number of children where the discovery of safety hazards in the home is recognized with a small reward to the youngster who discovers and corrects the hazard.
116. FREYMAN: You're advocating a "safety inventory" of homes?
117. WETZEL: Exactly. We should inspect them with the same critical care that industrial foreman use in making factory inspections. If great corporations spend thousands of dollars for safety inspections each year--and they do--it shows clearly the need for similar inspections in the home.

118. FREYMAN: As I see it, the average person is not as well fixed to withstand financial losses which home accidents cause as is the large company.
119. WETZEL: You're right, there. When these companies, with great resources, have determined that accidents are too costly to remain unprevented, it's convincing proof that the individual can't afford them either. Accidents are costly, unenjoyable luxuries.
120. FREYMAN: You were advocating that to make a practical start on home safety you should go over it, room by room.
121. WETZEL: Yes, now take the living room. Often, it has among its major hazards, those little rugs that slide out from under you and cause nasty falls. Small, non-skid attachments can prevent such rug injuries.
122. FREYMAN: And how about those priceless---but rickety chairs sometimes found in living rooms?
123. WETZEL: They're priceless accident makers. Now, antiques are fine... I like them too. But---if they're^{so}/rickety they aren't safe to use...either fix them or give them to a museum where no one will be allowed to sit on them with possible disastrous results. Living room fireplaces can also be tremendous hazards if not properly screened. The best screens, from a safety standpoint, are those that fit snugly against the mantel at the top---as well as at both sides.
124. FREYMAN: I should think that plain, old fashioned good housekeeping ---orderly, well arranged rooms would make homes safer.

125. WETZEL:

That's good safety engineering, Mrs. Freyman--particularly in the kitchen. The kitchen--according to the National Safety Council, is the "most dangerous room in the house." It is an especially hazardous place for children. They're naturally fond of playing with knobs on the stove, shiny knives and other fascinating gadgets found in kitchens.

126. FREYMAN:

We women spend so much time in kitchens that we've just got to be careful there. What are the biggest hazards we have to guard against?

127. WETZEL:

The hazards that come from the use of fire, gas and hot liquids. Dirty kitchens floors have caused innumerable accidents...due to falls. It's easy to let a little grease get on the floor. It's also easy to slip on grease or water or a bit of waste food which isn't picked up immediately. Stoves...and other kitchen equipment...need periodic check-ups and adjustments. But accidents can happen in any part of the home.

128. FREYMAN:

I suppose that applies to bedrooms too. How do they rate in regard to safety?

129. WETZEL:

A great many fatal falls and burns occur in bedrooms. Getting out of bed and stumbling over a chair, an open bureau drawer...or other objects which aren't properly arranged...has caused many a tragedy. These bedroom hazards increase rapidly among people of advanced age...It may sound unnecessary to caution against smoking in bed...but if more people had obeyed that caution...they'd be alive to day instead of dead--or suffering from very bad burns.

130. FREYMAN:

In our bedroom we have one of those radiant heaters, are they safe, Mr. Wetzel?

131. WETZEL: They are if they're used correctly--but leaving them on at night--radiant heaters...heating pads, has also been responsible for some nasty fires. Another particularly tragic accident occurs when bedclothes or pillows which are too heavy are used in baby cribs. Too many babies have crawled under them and smothered.
132. FREYMAN: Don't a lot of people get hurt in halls and on stairways?
133. WETZEL: Yes, they do. The fundamental rule for halls and stairways is--keep'em clean, keep'em clear. Nearly all stairways are made safer with a sturdy, convenient handrail.
134. FREYMAN: From stories in the papers--bathrooms appear to have a good many accident hazards.
135. WETZEL: Well, the bathroom is the scene of more than its share of serious injuries. Slipping--while getting in and out of the tub--is a major cause of bad falls. A composition mat in the tub--and a hand hold installed on the wall can minimize this hazard. Wet hands, easy electrical grounds and and improper respect for electric current also make a bad --and oftentimes fatal--combination. If appliances must be used in the bath-room put them where they can't be reached easily from the tub or wash basin.
136. FREYMAN: I think I'm going to do quite a little checking up, when I get home, Mr. Wetzl.
137. WETZEL: It doesn't hurt anyone to check up. Above all, don't assume that your home is a safe home. That assumption costs thousands of lives and injuries each year. Check up now so your home WILL be a safer home...and keep checking constantly.
138. FREYMAN: Thank you, Mr. Wetzl, for being with us. I'm going to send for my safety booklet--"Safe At Home"--today.

139. JOHN:

This illustrated booklet is free. If you want one, just write to Consumer Time, War Food Administration, Washington, (25) D. C. Be sure to give your name, address and radio station.

140. FREYMAN:

What's the latest information on ration stamps, Johnny?

- 140 A. JOHN: Well, Mrs. Freyman, red stamps lettered T, U, V and W are now good and stay valid through August 31. Red stamp X becomes valid tomorrow—and is good through October 2.
- 140 B. FREYMAN: What about the blue stamps—for canned fruits and vegetables?
- 140 C. JOHN: Blue stamps which are now good are those lettered R, S and T. They remain valid through September 20.
- 140 D. FREYMAN: Because I used it this morning, I know that stamp 14 in book one is good for 5 pounds of sugar.
- 140 E. JOHN: Yes and it remains valid through October 31. Five additional pounds of sugar may be secured with each of stamps 15 and 16—through October 31—for canning purposes only. For shoes, stamp 18 remains good through October 31.
- 140 F. FREYMAN: Thank you, Johnny. What's in prospect for next week's program?
- 140 G. JOHN: Some of the finest, most delicious fruits and vegetables you'll ever want to eat—a very large group of tasty foods included in groups 3 of the basic seven food groups.
- 140 H. FREYMAN: I'll be listening—while I'm on vacation. And I'll be sending my very good friend Mrs. Rosemary Wilson to be with you next week on CONSUMER TIME.

141. ANNOUNCER:

For your copy of the free safety book—SAFE AT HOME—
prepared by the National Safety Council—just write to
CONSUMER TIME, War Food Administration, Washington, (25)
D. C. Be sure to give your name, address and radio station.
The booklet will be sent without charge. It may help avoid
a painful, serious and expensive accident in your home.

Heard on today's program were---

and Mr. John H. Wetzell, Safety Engineer, Soil Conservation
Service of the War Food Administration.

Script by Granville Dickey.

CONSUMER TIME is a public service of NBC and its affiliated
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